

**CONTROL OF GENE EXPRESSION**

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**ABSTRACT**

The present invention relates generally to synthetic genes for modifying endogenous gene expression in a cell, tissue or organ of a transgenic organism, in particular a 10 transgenic animal or plant. More particularly, the present invention provides novel synthetic genes and genetic constructs which are capable of repressing, delaying or otherwise reducing the expression of an endogenous gene or a target gene in an organism when introduced thereto.